

3 July 2007

Company Announcements Office
Australian Stock Exchange Limited**PRIME INVESTMENT IN ACCOUNTING & ADVISORY FIRM - PACIFICA CHARTERED ACCOUNTANTS
COMPLETION OF KEY CAPITAL CITY & STATE PRESENCE**

Prime Financial Group Ltd (Prime) is pleased to announce a 35% investment in Queensland based accounting & advisory firm, Pacifica Chartered Accountants (Pacifica). Prime's investment will be funded using existing finance facilities, and includes the option to purchase a further 15% equity in the business.

Pacifica is Prime's fifth investment in the accounting & advisory operation of an existing financial services partner, following the announcement of an investment in West Australian based ORD Group Pty Ltd (ORD) on 28 March 2007.

Importantly, Prime's accounting & advisory firm investments now extend to four states and capital cities throughout Australia, including Melbourne, Sydney, Brisbane and Perth. This latest investment is in accordance with Prime's strategy of investing in financial services & advisory businesses with the opportunity for growth.

Pacifica Chartered Accountants (Pacifica)

Pacifica is a growing firm that recently opened an office in Brisbane after traditionally operating from Cairns. Pacifica currently offers clients:

- Taxation Planning & Advice;
- Business Consulting;
- Auditing & Assurance Services;
- Self Managed Superannuation Fund Administration & Compliance Services; and
- Financial Planning Advice (50/50 equity structure with Prime).

The firm generates approximately \$4.0M in revenue from accounting & advisory services. The investment will be earnings per share accretive and will contribute to Prime's earnings for the full 2008 financial year.

Prime's investment allows Pacifica to leverage off the group's scale and resources and to continue to grow the business and their integrated financial advice model for clients.

Prime Financial Group Ltd (Prime)

Prime is a 'National Diversified Financial Services and Advisory Group' operating across:

- Financial Advice;
- Funds Management;
- Corporate Advisory; and
- Finance.

Prime has over 180 staff employed across the group, 40 licensed advisers, and an existing client base of \$3.0b of funds under advice, including over \$1.65b of funds under management.

Prime's overall strategy is to continue to establish, grow and invest in businesses within the financial services and advisory sector, firmly aligning the interests of Prime and investee company shareholders. Prime will build upon existing key operational activities, deliver further value added services, and capitalise upon aggregation opportunities as and when they become available.

For more information on this announcement please contact Simon Madder (Managing Director/CEO) or Campbell Kennedy (CFO & Company Secretary) on 03 9827 6999.

Simon Madder (Managing Director/CEO)